

# How To Succeed With Short Term Rentals

**Video Headline:** How To Succeed With Short Term Rentals

**Video Summary:** Many real estate investors are shifting from long-term leasing agreements to short-term rentals because of bigger profits and quicker return on investment. However, investing in short-term rentals also comes with higher risks. Let's take a look at some strategies to help you succeed with short-term rentals.

## I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about How To Succeed With Short Term Rentals.

If you know anyone to whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

## II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

**\*\*[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]\*\***

## III. Content

Many real estate investors are shifting from long-term leasing agreements to short-term rentals because of bigger profits and quicker return on investment. However, investing in short-term rentals also comes with higher risks. Let's take a look at some strategies to help you succeed with short-term rentals.

The first factor you need to consider is the location of your rental. You'll need to do market research in your area to **find a high-profit location**. It's a misconception to think that big cities and central areas mean higher profit because the high prices of properties in such locations can eat up your profit margins. You might want to take a look in areas beside these areas such as small cities. Areas like these could be more profitable for short-term rentals. Just make sure to know local laws and housing regulations before investing as well because there are some places that don't allow short-term rentals.

Second, you'll need to **create a dynamic pricing strategy**. In the short-term rental world, you can't just set a fixed price and then stick to it. You'll need to consider the season, local supply, demand, and competition to find the right price point at which you can adjust to get more business. Companies like Airbnb have a tool that helps you adjust pricing based on the demand and can be helpful so you can stay on top of your competition. Pricing your rental correctly will definitely help you increase your annual profit yields.

Aside from increasing your revenue through gaining clients, another way to help you get the return of your investment faster is by reducing costs through **leveraging on key tax deductions**. Business expenses, depreciation deduction, mortgage interest tax deduction, and travel deductions are just some of the tax benefits that you might be eligible for. Make sure to check with your accountant to confirm which tax benefits you are eligible for and how to claim them.

Unlike long-term leases, short-term rentals won't always be in-demand. It is inevitable for your rental to have an off-season. So as a short-term rental investor, you should **know how to market during the off-season**. Although the demand is low during this time, you can still gain profit by marketing your rental property creatively. Offer something that your competitors don't have. Stay tuned to local events in the community and try to partner with organizers to recommend your place and promote it to travelers who will participate in their event. Last but not the least, keep your listing in the top search by having high-quality photos, relevant keywords in the description, and positive feedback from previous renters.

#### **IV. Conclusion [Time to wrap up]**

Hope I have helped you with the strategies on how to succeed with short term rentals. Short-term rentals are a great investment and business opportunity but only if you know how to do it right. If you are interested in investing in a short-term rental property, feel free to send me a message.

Thank you for joining me today and don't forget to tune into my next video!

#### **V. Call to Action**

If you want to talk about this topic further, feel free to reach me anytime at [your contact info].

# FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

## **Promote It**

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

## **Write a Scroll Stopping Headline**

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

## **Set The Tone**

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

## **Connect**

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

## **Create a Few Practice Videos**

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

## **Ask Your Viewers to Interact**

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

## **Have an Actionable Sign Off**

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

## **Reach More People and Go Live More Often**

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

-Hot topics or breaking news

-Go live with an industry leader such as a mortgage broker or home inspection

-Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

-Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

## **Promote It After It's Done**

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.